

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	() .UPTON FOR ALL OF US		& PLACEMENT, 815 SLATER LANE	Sales Office	() PHILADELPHIA
Product	MI-6		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	3293	Agency C/P1/P2/E	226/406/3293		
Buyer	NMRPP MediaAssistant	Flight Dates	09/29/2012 - 10/15/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

UPTON FOR ALL OF US SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	M-F	5A-6A	NWS8-DYBRK E E	:30	\$150.00	10/01-10/05	4	1	4	\$600.00	
Rating: 1.7												
	2	M-F	5A-6A	NWS8-DYBRK E E	:30	\$150.00	10/08-10/12	4	1	4	\$600.00	
Rating: 1.7												
	3	M	5A-6A	NWS8-DYBRK E E	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
Rating: 1.7												
	4	M-F	6A-7A	NEWS8-DAYBREAK	:30	\$400.00	10/01-10/05	4	1	4	\$1,600.00	
Rating: 3.1												
	5	M-F	6A-7A	NEWS8-DAYBREAK	:30	\$400.00	10/08-10/12	4	1	4	\$1,600.00	
Rating: 3.1												
	6	M	6A-7A	NEWS8-DAYBREAK	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
Rating: 3.1												
	7	M-F	7A-9A	TODAY SHW<	:30	\$650.00	10/01-10/05	4	1	4	\$2,600.00	
Rating: 3.8												
	8	M-F	7A-9A	TODAY SHW<	:30	\$650.00	10/08-10/12	4	1	4	\$2,600.00	
Rating: 3.8												
	9	M	7A-9A	TODAY SHW<	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
Rating: 3.8												
	10	M-F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/01-10/05	4	1	4	\$900.00	
Rating: 4.9												

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .UPTON FOR ALL OF US

Product MI-6

Estimate# 3293

Buyer NMRPP MediaAssistant

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 226/406/3293

Flight Dates 09/29/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	32	SU	8P-1110P	NFL	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
Rating: 5.5												
Buyline Comment: ADD TO SKED												

---REPORT TOTALS---

Report Totals: 89 / \$49,425.00

---SALES MONTHLY TOTALS---

Sep 12: 1 / \$500.00

Oct 12: 88 / \$48,925.00

Sales Totals: 89 / \$49,425.00

Station Totals: 89 / \$49,425.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$49,425	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE